



**Date:** August 21, 2006  
**To:** Gerald R. Miller, City Manager /s/  
**From:** Katherine Parsons, Public Information Officer /s/  
**For:** Mayor and Members of the City Council  
**Subject:** City Report For Week Ending Friday, August 19, 2006

---

This *City Report* highlights various activities for the week ending Friday, August 19. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using *Citywide Focus Areas* to organize our weekly activities. These Focus Areas, which are also used in the FY07 Budget, are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services.

It is our hope that this new framework will improve our ability to communicate information about the services we provide. Please feel free to contact my staff should you have any questions.

#### **75<sup>th</sup> ANNIVERSARY - LONG BEACH SEA FESTIVAL**

##### **Focus: Leisure, Culture and Education**

##### **City Manager**

The Sea Festival Association of Long Beach, Inc., and the City of Long Beach Department of Parks, Recreation and Marine presented the 2006 Long Beach Sea Festival in cooperation with Partners of Parks and other event sponsors. The 75<sup>th</sup> *Anniversary of the Long Beach Sea Festival* will end in August with the following events:

##### **Long Beach Jr. Open Tennis Tournament**

**(El Dorado Tennis Center, Aug. 21-25, 11:00 am to 5:00 pm)** The Long Beach Junior Open is the fourth of five junior tennis tournaments held every year at the El Dorado Park Tennis Center. Sanctioned by the USTA, entry is open to all junior boys and girls 8-18 years of age. The tournament consists of singles and double play using a single-elimination format, with the players competing for SCTA ranking points. For more information, visit [www.longbeachtennis.com](http://www.longbeachtennis.com) or call the El Dorado Park Tennis Center at 425.0553. Event Contact - Cathy Jacobson-Guzy, 896.0555.

##### **Go Fly A Kite Championships**

**(Belmont Shore Beach at Granada Ave., Aug. 26, 12 pm to 5 pm)** Kite flying is fast returning as a popular beach sport and the air off of Long Beach's Granada Beach provides for some of the best Kite Flying opportunities and viewing in Southern California. Also featured will be a Tandem Kite Flying Exhibition. Event Contact – Fred Khammar, 477.6820, or visit [www.alfredosbeachclub.com/sea\\_festival.htm](http://www.alfredosbeachclub.com/sea_festival.htm).

## **75<sup>th</sup> ANNIVERSARY - LONG BEACH SEA FESTIVAL**

### **Focus: Leisure, Culture and Education**

#### **City Manager**

#### **Enjoying Sea Festival last week:**

- About 250 residents watched the Sea Festival *Sand Castle Contest* that was held on the beach near the Granada Launch Ramp on August 12.
- Approximately 100 people attended the Sea Festival *I-14 US National Sailing Championships* that was held at the US Sailing Center from August 12-14.
- Approximately 1,650 people attended the *Movies in the Park* presentation of *Robots* at Orizaba Park on August 14, Martin Luther King, Jr. Park on August 16, and College Estates Park on August 18. Free popcorn was distributed to the crowd of spectators. Signal Hill Petroleum has sponsored the Movies in the Parks series, while staff provided games and activities for patrons prior to the movie.

For more information on the Long Beach Sea Festival, please visit [www.seafestivallongbeach.gov](http://www.seafestivallongbeach.gov).

## **MAJOR WEEKLY HIGHLIGHTS**

### **Focus: Leadership, Management and Support**

#### **City Manager**

On Monday, August 14, Mayor Foster delivered the City Manager's Fiscal Year 2007 Proposed Budget and the Mayor's FY 07 Budget Recommendations to the City Council and the community, in accordance with City Charter mandates. At a press conference held at the North Branch Library, City Manager Gerald Miller, Deputy City Manager Suzanne Mason and Director of Financial Management Mike Killebrew provided an overview of the City Manager's \$2.2 billion City budget. Mayor Foster presented his funding recommendations to address the community's priority issues of public safety, libraries and infrastructure utilizing the unallocated structural surplus (\$1.6 million) and unallocated one-time resources (\$2.4 million) identified in the City Manager's Proposed Budget. He also proposed uses for the anticipated, but not finalized, settlement proceeds from the City's lawsuit with Semptra Energy (\$3 million) and additional Redevelopment Port-area tax increment (\$2 million) that were not included in the City Manager's Proposed Budget.

The City Council held a budget workshop on August 15, at which the City Manager and Mayor presented their respective budgets in the City Council Chambers. This workshop was the first in a series of scheduled workshops and hearings to provide additional information to, and solicit direct input about the FY 07 Proposed Budget from the City Council and the community. A budget workshop and hearing will be held at 3:00 pm and 7:00 pm, respectively, on **August 22, September 5, September 12** and each subsequent Tuesday in September until the City Council adopts the budget before September 30, 2006. The City Council will receive budget presentations from all elected officials, commission-led departments and the City Clerk, as well as selected presentations from the City Manager's staff.

## MAJOR WEEKLY HIGHLIGHTS

### **Focus: Community Safety**

#### **Police, Public Works (Long Beach Airport)**

On August 10, a Long Beach Police Department Operation Center (D.O.C.) was activated at the Long Beach Airport in response to the Department of Homeland Security elevation of the threat level at all airports to level "Orange" due to the terrorists arrest in the United Kingdom. Additional staffing, including S.W.A.T., maintained a high police presence and ensured public safety. The Long Beach Airport was not affected and its daily operations ran smoothly.

### **Focus: Neighborhoods and Housing**

#### **Community Development, Redevelopment Agency**

The North Long Beach Redevelopment Plan took a significant step forward on August 8 when demolition began on a motel at 6141 Atlantic Ave. that had long been a magnet for drug use and prostitution. After the motel and vacant, adjacent buildings are torn down, the site will be redeveloped to the benefit of the neighborhood and to provide growth opportunities for the area's businesses. The Redevelopment Plan for the North Long Beach Redevelopment Project Area was adopted in 1996, with the goals of eliminating blighting influences and correcting environmental deficiencies in the Project Area. This includes buildings that are unsafe and unhealthy for persons to live or work, small and irregular lots, obsolete and aged building types, shifting uses or vacancies and incompatible or uneconomic land uses. For more information, please call 570.6316.

## UPCOMING EVENTS AND PROJECTS

### **Focus: Business and Economic Assistance**

#### **Community Development**

Tips and networking opportunities to help businesses succeed will be available at a workshop called *Business Secrets on the Road to Opportunities*, on **Tuesday, Aug. 22** from 3:15 pm to 7:30 pm at the Long Beach Main Library, 101 Pacific Ave. Workshop topics include *Winning Bids* and *Leveraging Technology*. For more information about the City's Diversity and Economic Opportunity Program, visit [www.longbeach.gov/diversity](http://www.longbeach.gov/diversity) email [jesse\\_johnson@longbeach.gov](mailto:jesse_johnson@longbeach.gov) or call 570.6462.

#### **Community Development, Economic Development Bureau**

Residents and business owners can provide comments about the Downtown Long Beach Entertainment District, which was established to standardize entertainment permits, including closing hours, noise and security requirements, at the fourth Business and Residential Forum to be held on **Wednesday, Aug. 23**, at 7:00 pm at The Vault, located at 350 Pine Ave. For more information, please call 570.3800.

## WEEKLY HIGHLIGHTS

### **Focus: Business and Economic Assistance**

#### **Parks, Recreation and Marine**

Warner Brothers, with a cast and crew of 250, filmed a feature movie *Spring Breakdown* at Mothers Beach on August 14.

CBS Productions, Inc., with a cast and crew of 85, filmed a TV show *CSI Miami* at a location on Prospect Ave/ and at the Belmont Plaza Pier on August 15.

20<sup>th</sup> Century Fox, with a cast and crew of 125, filmed a TV show *Bones* at locations on Pine Ave/, the Promenade, and Pacific Coast Highway on August 18.

## **WEEKLY HIGHLIGHTS**

### **Focus: Community Safety**

#### **Police**

The Youth Services Division and Police Explorers conducted a Tobacco Decoy Program that targeted thirteen different stores to determine if any would sell cigarettes to minors. Seven stores sold cigarettes to the minor decoys and each was issued a citation.

### **Focus: Environment**

#### **Community Development and Police**

On August 12, a neighborhood cleanup was held in the MacArthur Park Neighborhood Improvement Strategy Area. Sixteen volunteers collected more than nine tons of illegally dumped large items, trash and debris. The event, sponsored by the Anaheim Street Community Police Center Advisory Board and the Neighborhood Services Bureau, provided an opportunity for area residents to work together and improve the physical appearance of their neighborhood. For more information, contact [Bryant Ben@longbeach.gov](mailto:Bryant_Ben@longbeach.gov).

### **Focus: Leisure, Culture and Education**

#### **Parks, Recreation and Marine, Maintenance Operations Bureau**

The First Annual Long Beach Mayor's Trophy Charity Golf Tournament, benefiting Long Beach Junior Golf Programs, was held on August 18 at Skylinks Long Beach Golf Course.

#### **Parks, Recreation and Marine, Planning and Development Bureau**

More than 385 people attended a free concert by *Steel Parade*, a steel drum and Jamaican rhythms group, held at Rancho Los Cerritos Historic Site on August 13. Friends of Rancho Los Cerritos provided volunteer support. The historic adobe was open for tours during the performance.

#### **Parks, Recreation and Marine, Community Recreation Programs Bureau**

On August 12, more than 350 people attended an event celebrating *International Youth Day*, which was held to raise awareness of youth culture, contributions, and issues. The event featured presentations from local youth organizations, a youth survey, and interactive art and craft projects at the El Dorado Nature Center.

### **Focus: Neighborhoods and Housing**

#### **Community Development, Neighborhood Services**

Thirty participants of the Neighborhood Leadership Program (NLP) received graduation certificates and certificates of recognition from the local and state officials at a ceremony held on August 12. The NLP is a five-month multilingual program that assists grassroots residents obtain the skills, knowledge and resources to make a difference in the quality of life in Long Beach. The Class of 2006 implemented eight community projects along the Atlantic Ave. Corridor utilizing a matching grant of up to \$1,000 in goods and services. The eight community projects included: Beautifying the front exterior of the Neighborhood Resource Center and Head Start; painting a mural on a condominium wall plagued by graffiti; hosting a book fair for children; organizing high school student volunteers for a litter abatement awareness campaign; and planting trees and hosting three safety fairs for residents and children. For more information about the NLP, please call 570.1010 or contact [Francisco Rodriguez@longbeach.gov](mailto:Francisco_Rodriguez@longbeach.gov).

## **WEEKLY HIGHLIGHTS**

### **Focus: Utilities**

#### **Financial Management, Commercial Services Bureau, Utility Services Division**

The City will once again receive State Home Energy Assistance Program (HEAP) grants to help low low-income gas customers pay their utility bills. The average individual grant from HEAP ranges from \$150 to \$250 annually for customers meeting income requirements. Call 204.0516 for more information.

Staff is launching a program to educate customers about the easy, 24/7, self-service options provided to utility customers via the City's Internet site at [www.longbeach.gov/utilitybilling](http://www.longbeach.gov/utilitybilling). Information will be printed on the back of utility billing envelopes, and will educate 160,000 customers monthly for six months.

#### **Long Beach Gas & Oil, Gas Services Bureau**

Staff completed a total of 3,179 service calls. This total included 1,046 gas and water utility turn ons, and 981 turn offs. During this period, 965 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 187 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 360 emergency phone calls that resulted in 100 emergency orders being sent out.

### **Focus: Transportation and Infrastructure**

#### **Parks, Recreation and Marine, Maintenance Operations Bureau**

Beach staff lowered the sand berms after last week's high tides. Heavy crowds attending various waterfront activities over the weekend resulted in Beach Maintenance removing more than 14 tons of trash. Beach staff raked and sanitized the sand area near Granada Ave., in preparation for the Sea Festival Sand Castle Contest.

The replanting project of the street medians on Artesia Blvd. between Atlantic Ave. and Obispo Ave. is completed. The area was spread with cover mulch and existing plant material was split up to fill in the street islands. This action has improved the look along Artesia Blvd. while using the existing plant material.

A re-landscaping project is underway on Appian Way, near Mothers Beach. Old shrubs have been removed in preparation for new irrigation heads for the turf and shrub beds, new header board is being installed to separate the shrub bed and the grass, and new shrubs and color plants will be planted along that area of Appian Way.

#### **Parks, Recreation and Marine, Planning and Development Bureau**

Ceiling framework, insulation, and interior wall work has been completed at Martin Luther King, Jr., Park Pool. Exterior plastering work is in progress. The project is approximately 65 percent complete.

The installation of the metal roof has been completed at Admiral Kidd Park Teen/Community Center. Interior drywall is being installed. The project is approximately 65 percent complete.

The City has received conceptual plans for restoring the stream at the El Dorado Nature Center. The plans are currently under review by staff.

**WEEKLY HIGHLIGHTS**

**Focus: Transportation and Infrastructure**

**Street Construction Report**

**Water Department, Sewer & Sewer Lift Station Modifications**

Contact: 570.2323

Ocean Blvd.

Corner of Ocean Blvd. and Magnolia Ave.

Estimated completion: Late August

**Long Beach Gas and Oil, Gas Pipe Installation**

Contact: 570.2060

Pine Ave:

From 2nd St. to 7th St., street closed from 2<sup>nd</sup> St. to 6<sup>th</sup> St.

Alley west of Pine Ave: Between 2nd St. & 7th St.

Estimated completion: Mid August

**Long Beach Gas and Oil, Rebuilding gas regulator station**

Contact: 570.2060

4th St. & Loma Ave.

3rd St. & Loma Ave.

Vista St. & Loma Ave.

**Estimated completion:** Mid September

**Long Beach Gas and Oil, Gas Pipe Installation**

Contact: 570.2060

Gateway West Area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

Estimated completion: Mid August

**Public Works, Street Improvement**

Contact: Public Works 570.5160

Long Beach Blvd. Between Wardlow Rd. and San Antonio Dr.

Estimated completion: Early October

**Public Works, Streetscape**

Contact: 570.5160

Atlantic Ave.

Between 56th St. to 59th St.

South St.

Between Linden Ave. to Lime Ave.

Estimated completion: Early November

**Public Works, Street Improvement**

Contact: 570.5160

Stearns St.

Between Clark Ave. to Bellflower Blvd.

Estimated completion: Early September

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager  
Reginald Harrison, Deputy City Manager  
Suzanne Mason, Deputy City Manager  
City Manager Department Heads  
Tom Modica, Government Affairs Manager  
Jyl Marden, Assistant to the City Manager